REMARKS/ARGUMENTS

Favorable reconsideration of this application, in view of the above amendments and the following remarks, is respectfully requested.

Claims 1 and 3-11 are pending in this application. By this amendment, Claims 1, 3, 5, and 7-11 have been amended; and Claim 2 has been canceled. Support for the amendments to Claims 1, 8, 10 and 11 is found in canceled Claim 2. Accordingly, it is respectfully submitted that no new matter has been added.

In the outstanding Office Action, Claims 10 and 11 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Sasaki et al. (U.S. 2002/0169891 A1, hereinafter "Sasaki") in view of Kisaichi et al. (U.S. 6,525,676 B2, hereinafter "Kisaichi"); Claims 1 and 6-9 were rejected under 35 U.S.C. § 103 as being unpatentable over Sasaki in view of Kisaichi and further in view of Hofmeister et al. (U.S. 7,257,583 B2, hereinafter "Hofmeister"); and Claims 2-5 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Sasaki in view of Kisaichi and Hofmeister and further in view of Lemke (U.S. 6,813,344 B1).

Claim 1 recites "a search means, when receiving from the cellular telephone a search request with a numeric string with an operator entered via said dial keys and specified, for searching said database in accordance with a function defined for the operator to retrieve sites associated with the secondary data including said numeric string." Claim 8 recites "an extraction means for accepting from the cellular telephone a numeric string with an operator obtained by numerical conversion of information about a site in accordance with said assignment relationship in accordance with a function defined for the operator to extract site candidates corresponding to the numeric string." Claim 10 recites "an address conversion means for accepting from the cellular telephone a numeric string with an operator obtained by numerical conversion of information about a site in accordance with said assignment

relationship in accordance with a function defined for the operator to convert the numeric string into the site address of a site corresponding to the numeric string, thereby making a response indicating the site address as an access request destination of said cellular telephone." Claim 11 recites "an address request means for making a request while specifying the site address of a site corresponding to a numeric string with an operator as a connection destination, when the numeric string is directly entered on a standby screen and a predetermined dial key is pressed, the numeric string being obtained by numerical conversion of information about a site in accordance with said assignment relationship in accordance with a function defined for the operator." It is respectfully submitted that these features are neither disclosed by nor rendered obvious by Sasaki, Kisaichi, Hofmeister, Lemke or any conceivable combination thereof.

With regard to Claim 2, the subject matter of which has been incorporated into Claims 1, 8, 10 and 11, the Office Action acknowledges that the combination of Sasaki, Kisaichi and Hofmeister "fails to disclose said search means searches said database in accordance with a function defined for the operator to retrieve sites associated with the secondary data including the numeric string."

Thereafter, the Office Action asserts:

> [I]t would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the invention of SasKisHof[1] to incorporate the method of searching as taught by Lemke.
>
> In analogous art, Lemke discloses using a search method that uses a partial search as well as an exact search (ABSTRACT, Col. 2, Lines 55-63 of Lemke, wherein Lemke discloses using a search for a partial match by using wild card values or preprogram partial match such as a prefix match).
>
> It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination of

[1] The combination of Sasaki, Kisaichi and Hofmeister.

> SasKisHof to incorporate the method of searching by using wild card values and partial matching as taught by Lemke the motivation for the combination being to be able to search multiple instances and variances of the search query without being limited to only an exact search especially when the user is not certain of the correct or actual term being searched. And as such teaches claimed said search means searches said database in accordance with the function defined for the operator to retrieve sites associated with the secondary data including the numeric string.

Applicants respectfully disagree.

Lemke describes a caller identification system and method for identifying a caller with a partial phone number look-up table. Lemke states:

> An incoming call initiates a search of a database to retrieve information about the caller. If a match is found, the identity of the caller is displayed. When an exact match is not found, a search for a partial match is executed with wild card values and information about the partial match is displayed.[2]

Lemke adds "phone numbers with wild card flags can be programmed into the database to facilitate this type of search."[3] Lemke describes "a memory for storing a database of received and pre-programmed phone numbers and partial phone numbers, and a processor for determining a match or the closest match between the incoming caller ID information and the caller ID information stored in the database."[4] In Lemke, "a caller ID system would use a database of partial phone numbers with wild card values therein to retrieve information about the caller even if the phone number of the caller has not been previously stored."[5] As an example Lemke describes "[i]f a call received contains the 408 area code and the 321 prefix, it can be assumed that the call received is

[2] Abstract. See also column 2, lines 56-58.
[3] Column 2, lines 61-63.
[4] Column 3, lines 1-6.
[5] Column 6, lines 38-42.

from the same city as the partial match and the caller ID system will display the city the call originated from."[6]

Lemke describes a system of caller ID providing some information such as city of origin for partial phone numbers where the originating caller phone number is not stored in the receiving telephone database. Lemke does not describe a search request with a numeric string with an operator as recited in independent Claims 1, 8, 10 and 11. Nor does Lemke describe searching a database in accordance with a function defined for the operator as recited in Claim 1. Finally, Lemke does not describe numerical conversion of information about a site in accordance with an assignment relationship in accordance with a function defined for the operator as recited in Claims 8, 10 and 11.

The Office Action asserts that "Sasaki discloses using an operator to specify a particular conversion server" referring to paragraph [0062] thereof. In Sasaki an additional symbol (e.g., US #) is entered to identify the conversion server for the U.S.[7] In Sasaki a web search is described. In Lemke caller ID is described. Because Lemke does not describe a numeric string with an operator and because caller ID is not helpful in searching the worldwide web, Sasaki would not have looked to Lemke to include a wild card to identify a partial telephone number as asserted in the Office Action. Furthermore, for the reasons described above, the combination of the additional symbol described in Sasaki and the wild card of Lemke does not render the claimed recitation of a numeric string with an operator obvious.

It is respectfully submitted that dependent Claims 3-7 and 9 are patentable at least for the reasons argued above with regard to the claims from which they depend.

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[6] Column 7, lines 7-10.
[7] Paragraph [0063].

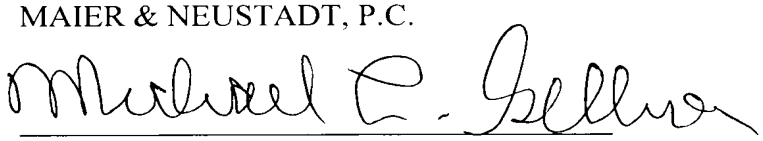
Accordingly, it is respectfully requested that the rejection of Claims 1 and 3-11 be reconsidered and withdrawn, and that Claims 1 and 3-11 be found allowable.

Consequently, for the reasons discussed in detail above no further issues are believed to be outstanding in the present application and the present application is believed to be in condition for formal allowance. Therefore, a Notice of Allowance is earnestly solicited.

Should the Examiner deem that any further action is necessary to place this application in even better form for allowance, the Examiner is encouraged to contact the undersigned representative at the below-listed telephone number.

Respectfully submitted,

OBLON, SPIVAK, McCLELLAND,
MAIER & NEUSTADT, P.C.



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